

## Message Text

UNCLASSIFIED

PAGE 01 BANGKO 24347 231458Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----085385 240004Z /75

R 231311Z AUG 78  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9901

UNCLAS BANGKOK 24347

INFO USDOC 13117

1. THAILAND

OFFICE USE: 2. 549 3. NA 4. 01

5. EXCEL HI-FI CO., LTD.

6. 95/143-4 RAJDAMRI ARCADE 1F, RAJDAMRI ROAD

7. BANGKOK

8. CONTACT: MR. SUPACHAI PHINYAWATANA

9. TITLE: MANAGER  
OTHER OFFICIALS ARE: MR. PHINYA PHINYAWATANA, DIRECTOR  
AND MR. THERMCHAI PHINYAWATANA, ASST.MANAGER.

10. PHONE: 2519964 11. TELEX: NA

12. CABLE: EXCEL HIFI

13. ESTBL: 1977 14. EMPL: 18 15. SIZE: SMALL

16. REPUTATION: Y-GOOD 17. RPT DATE: 08/78

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OFFICE USE: 18. K 19. NA 20. NA 21. NA 22. NA

23A. 36510/235 IMP.AGT.DIST. OF AUDIO ELECTRONIC  
SYSTEMS.

24. FOREIGN SALES: NA

25. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD,  
BANGKOK, THAILAND; CHASE MANHATTAN BANK, BANGKOK, THAILAND.  
26. TRADE REF: DELRAMA INT'L, 37 NEWTOWN ROAD, PLAINVIEW,  
NEW YORK 11803

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF DBX, INC.,  
71 CHAPEL ST., NEWTON, MA 02195 FOR AUDIO EQUIPMENT;  
THE ACOUSTICAL MFG., HUNTINGDON PE18, ENGLAND FOR AUDIO  
EQUIPMENT; NIKKOR ELECTRIC MFG., JAPAN FOR AUDIO  
EQUIPMENT; NILESCO INT'L., 382 SPRINGFIELD AVE., BASSETT  
BLDG. 408, SUMMIT, N.J. 07901 FOR AUDIO EQUIPMENT.

28. POST EVALUATION: EXCEL HI-FI WAS INCORPORATED IN  
1977 WITH AN AUTHORIZED CAPITAL OF DOLS 25,000 TO ACT  
AS IMPORTER, AGENT AND DISTRIBUTOR OF ELECTRONIC AUDIO  
SYSTEMS. EIGHTY PERCENT OF ITS IMPORTS ARE FROM THE  
U.S. WITH THE REMAINDER FROM JAPAN. IT LEASES AN OFFICE  
AND DISPLAY ROOM OF 200 SQ. METERS, LOCATED IN ONE OF  
BANGKOK'S BUSINESS DISTRICTS. FIRM'S SALES VOLUME IN  
1977 WAS REPORTED TO BE DOLS 1,000,000. IT EMPLOYS 18  
PEOPLE INCLUDING 2 SALESMEN AND IS ASSOCIATED WITH THE  
UNION SOUND CO., LTD., A DEALER OF SOUND EQUIPMENT.  
LOCAL BANK REPORTS FAVORABLY ON THE SUBJECT; IT IS  
CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29. PABRAMOWITZ  
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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BANGKO24347  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** n/a  
**Expiration:**  
**Film Number:** D780345-0928  
**Format:** TEL  
**From:** BANGKOK  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1978/newtext/t19780830/aaaaayri.tel  
**Line Count:** 94  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** db23a45c-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1640481  
**Secure:** OPEN  
**Status:** <DBA CHANGED> VJT 20041029  
**Subject:** SUPACHAI PHINYAWATANA  
**TAGS:** BBAK, TH  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/db23a45c-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014